

ABSTRACT

The present disclosure relates to a system and method for sharing user information.

The system and method involve the steps of receiving a request from a web site host for information concerning a user that has visited a web site maintained by the web site host, 5 verifying the authorization of the web site host to receive the information, determining the level of access for which the web site host is authorized, and transmitting user information to the web site host such that the web site host can personalize the web site for the user.